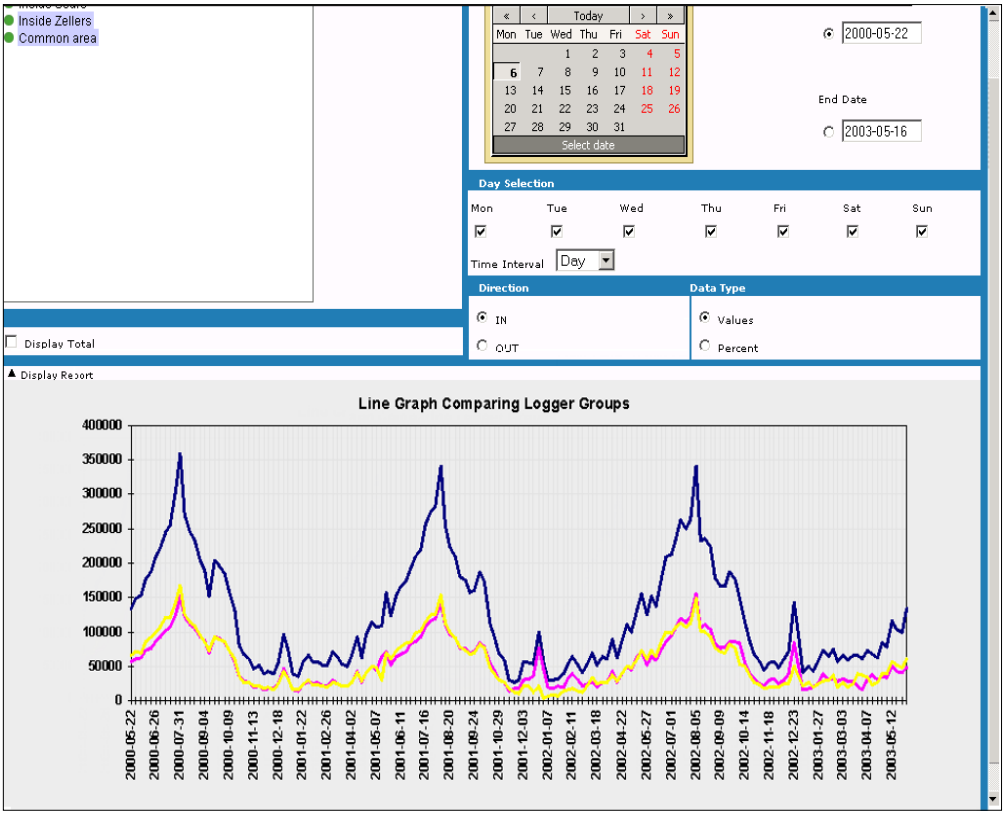
INFODEV
ELECTRONIC DESIGNERS
INTERNATIONAL

User's Manual

Trends 4.7 Web Reports System

Version 2

[1492]



Revision History

This document will be updated when necessary by issue of the complete document. Changes to the text or to the images may occur without prior warning.

Date	Version	Description of modifications	Author/Technical writer
11-06-10	1	Original version Based on *Trends 4.0 Report System*	Philippe Nadeau Nathalie Guesneau, ing. Jr
13-07-10	1	Updates	Service Dept.

This manual, the product and programs it describes are protected by the Copyright Act of Canada, by laws of other countries, and by international treaties, and therefore may not be reproduced in whole or in part, whether for sale or not, without the prior written consent from Infodev EDI nc. Under copyright law, copying includes translation into another language or format.

© 2013 Infodev EDI Inc. All rights reserved.

Table of Contents

1. Introduction....4

2. Reports Section....6

2.1 Navigating the Interface....7
2.2 Portfolio....7
2.3 Weekdays....9
2.4 Location....10
2.5 Floor Plan....11
2.6 People Inside....12
2.7 Ins / Outs....13
2.8 Residence Time....15
2.9 Seasonality....16
2.10 Comparative Report....18
2.11 By locations....20

3. DB Admin Section....22

3.1 Data Import....22
3.2 Manual Update....22
3.3 Notes....23

4. Help Section....24

5. Technical Support....24

Copyright Infodev 2013

1. Introduction

This software is a web-based application that can be accessed from any computer with an internet connection. This eliminates the requirement to have software on a computer at each property.. **Trends** allows you to analyze the traffic flow in and out of a location or groups of locations according to different durations and time periods, and then present that information into one of various types of reports that are easy to read and informative.

Here are two examples of queries that can be formulated through Trends using counter data:

1. At the building level: “What effect does that new store has on the mall's traffic?”
2. At the corporate level: “How this year’s overall traffic compares to last year does in the North West malls?

Traffic data can be exported from the Infodev web portal into the monthly traffic Excel Spreadsheets and associated with sales data.

Accessing the System:

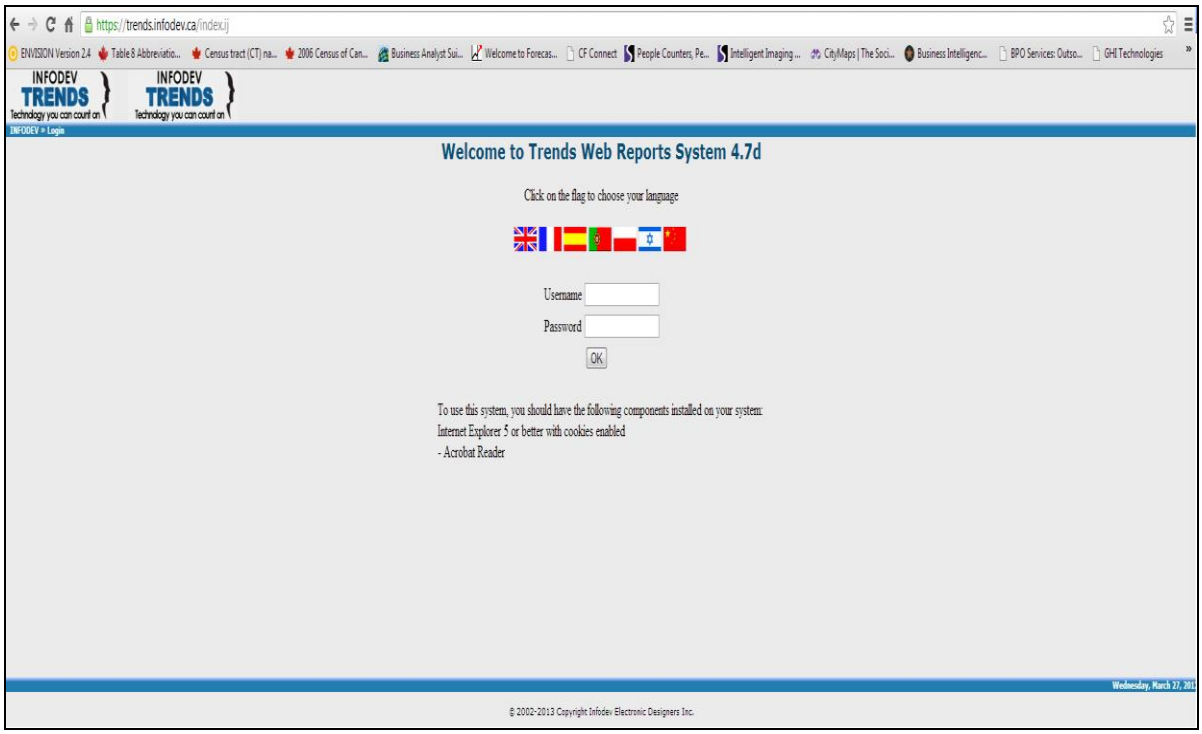
To get to the Trends online server, the user must first log in using their unique ID login/password provided by Infodev.

To do this, simply open up Internet Explorer and type **trends.infodev.ca** (no *www.* or *http://*required) in the address bar. The main page should appear (see figure below).

All users will log in using a unique “cf-xxx-user” account where “xxx” represents a preset 3-letter property code. The passwords will be assigned at random by Infodev and locked (cannot change).

**Note that it is important the user logs in with Internet Explorer (IE), not another browser The application works with most browsers, however to export spreadsheets and PDF files, IE is the only one that performs properly.

Copyright Infodev 2013

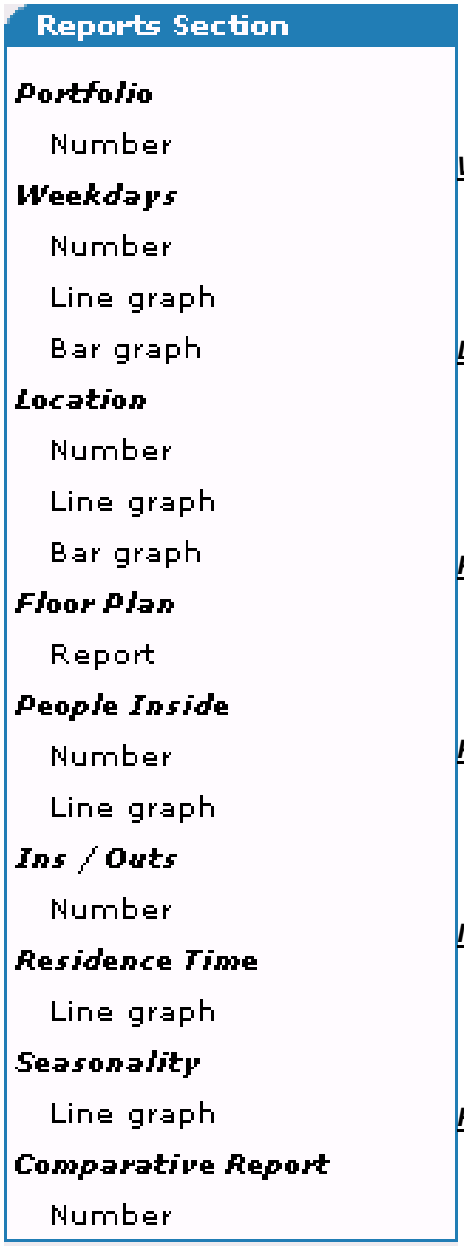

https://trends.infodev.ca/index.ij
INFODEV
TRENDS
Technology you can count on
INFODEV
TRENDS
Technology you can count on
INFODEV » Login
Welcome to Trends Web Reports System 4.7d
Click on the flag to choose your language
Username
Password
OK
To use this system, you should have the following components installed on your system:
Internet Explorer 5 or better with cookies enabled
- Acrobat Reader
© 2002-2013 Copyright Infodev Electronic Designers Inc.

Screenshot: Log-In Screen

2. Reports Section

The **Reports** section, with its nine (9) standard reports and three (3) format options, combined with direction, location, time sampling options offers almost infinite & purposeful data mining possibilities. A Marketing Manager, for example, will use Trends to perform an in-depth analysis of his traffic flow through entrances, doors, zones, and levels in the building. These elements are separated according to a tree structure (shown below).

From the main page, you have a number of options for reporting down the left side of the screen. The option used will depend on how you want to view your data. The Infodev user manual has detailed information on all these sections, but the list of details below will give a general idea of what is involved with each report:



Weekdays

- Displays Total and Daily counts for *each* day of *each* week in the time frame selected (will always be full weeks from Monday – Sunday)

Location

- Displays Total counts aggregated by exact Date, Week, Month or 4 Week block within specified time frame
- Can choose multiple entrances/locations

Floor Plan

- Shows mapped out counts aggregated by exact Date, Week, Month or 4 Week block within specified time frame.

People Inside

- Calculation to determine the number of people within a centre at a given time interval (15, 30 or 60 mins)

Ins/Outs

- Shows the number in and out in a centre or multiple locations at a given time interval

Residence Time

- The length of time people spend in a building for a day

Seasonality

Copyright Infodev 2013

- Compares the same time period on a number of years, in a linear graph

Comparative Report

- Interval: Compares two time periods regardless of time of year
- Locations: Compares multiple locations over 3 different time periods

Different types of reports can be created, depending on the selected criteria. You can, among other things, produce reports as tables or graphs, as shown in the following examples:

Many of the reports can be saved in either MS Excel or Adobe PDF format. To do so, simply click the appropriate icon located on the upper right corner of the report.

NOTE: Reports always appear in new windows.

2.1 Navigating the Interface

Creating a report in Trends is easy:

1. Select a report type from the **Reports Section**
2. In the report's **Location** option group, select the precise area you wish to report about.
3. Enter the start and end dates for the desired report.
4. Select any other desired options.
5. Click the **Display Report** button.

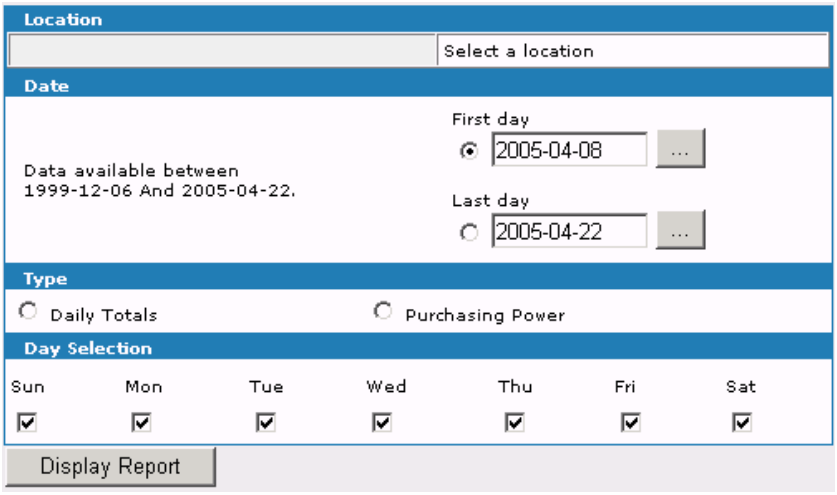
2.2 Portfolio

2.2.1 Descriptions

This report was specifically designed for the head office use. It allows you to compare traffic **in multiple buildings** between two dates over a period of one year (to extract the **Variance**). There are two particularities in the way the information is reported in the **Portfolio** section:

1. The results of the query will be for the contents of the selection in the tree structure (the selection & everything below).
2. The variance is always for the same time period and location but **from one year before**.

Copyright Infodev 2013



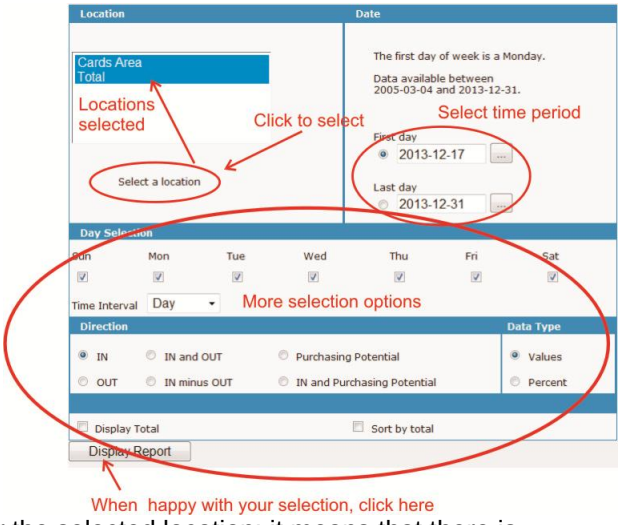
2.2.2 Parameters (to be configured for all the 9 Reports)

Location

This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the location you wish to use.

Date

This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.



The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

Type

This option allows you to decide how you want the results interpreted:

Daily Totals: The total number of people for a given day.
Purchasing Potential: Number that represents the area under the People Inside curve (see the People Inside report section). This number is used to compare the performance of many days with something clear and tangible. A purchasing potential location must be a closed location (a location in which the Ins equals the Outs. Otherwise, the numbers will not make sense).

Day Selection

This section allows you to choose the day(s) of the week used in the report.

Copyright Infodev 2013

2.3 Weekdays

2.3.1 Descriptions

This report allows you to compare **traffic variations, day by day, of each week selected**. The user can follow the flow to determine exactly where increases and decreases take place. This information can be presented in three visual forms: table, line graph, or bar graph. Each of these forms is listed under the title in the sidebar. If you select the **Number** option, you can export the result as an MS Excel file or as an Adobe PDF file.

Daily totals for Cards Area - Entry counts

Week Date	Total	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2013-12-16	49,136	7,888	7,776	7,248	6,528	6,512	6,304	6,880
2013-12-23	51,040	7,568	7,440	7,888	6,736	6,832	7,168	7,408
2013-12-30	16,224	7,920	8,304	0	0	0	0	0
Minimum	16,224	7,568	7,440	0	0	0	0	0
Average	38,800	7,792	7,840	7,568	6,632	6,672	6,736	7,144
Maximum	51,040	7,920	8,304	7,888	6,736	6,832	7,168	7,408
Totals	116,400	23,376	23,520	15,136	13,264	13,344	13,472	14,288

2.3.2 Parameters

Location

This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location you wish to use.

Date

This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

NOTE: If you enter a date that does not correspond to the day that begins the week, the value will automatically switch to the nearest compatible date. The beginning of a week can be set to any day; it does not necessarily have to be a Monday (which is used in the example).

Direction

This option allows you to select the direction of the traffic:

In: Displays the entries.
Out: Displays the entries.
In minus Out: Error margin (used more for configuration and testing purposes).
Purchasing Potential: Number that represents the area under the People Inside curve (see the People Inside report section). This number is used to compare the performance of many days with something clear and tangible. A purchasing potential location must be a closed location (a location in which the Ins equals the Outs. Otherwise, the numbers will not make sense).

Copyright Infodev 2013

Data Type This option allows you to decide whether you want the results in raw values or as a percentage.

2.4 Location

2.4.1 Descriptions

This report is used to compare any entrance **or group of entrances**. You get, on the same table or graph, the results of all your selections – the possibilities are endless.

Daily numbers by location - IN		
Date	Cards Area	Total
2013-12-17 Tue	7,776	39,108
2013-12-18 Wed	7,248	33,905
2013-12-19 Thu	6,528	31,455
2013-12-20 Fri	6,512	30,687
2013-12-21 Sat	6,304	30,373
2013-12-22 Sun	6,880	32,407
2013-12-23 Mon	7,568	37,788
2013-12-24 Tue	7,440	39,241
2013-12-25 Wed	7,888	36,494
2013-12-26 Thu	6,736	32,784
2013-12-27 Fri	6,832	42,377
2013-12-28 Sat	7,168	34,007
2013-12-29 Sun	7,408	34,615
2013-12-30 Mon	7,920	39,463
2013-12-31 Tue	8,304	42,312
Minimum	6,304	30,373
Average	7,234	35,801
Maximum	8,304	42,377
Totals	108,512	537,016
Rank	2	1

If you want, for example, to see the total number of entries through one particular entrance of a building on the same report, you simply need to make those selections and select a time period to evaluate. You can compare weeks, days or months, and specific days of the week.

2.4.2 Parameters

Location This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Copyright Infodev 2013

The tree structure in this report operates a bit differently than others. The structure will be completely spread out and you must double-click the relevant items in the list to transfer them to the personalized list. Click the **Select** button to complete the procedure.

Date This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

Day Selection This section allows you to choose the day(s) of the week used in the report. You must also select the desired **Time Interval**.

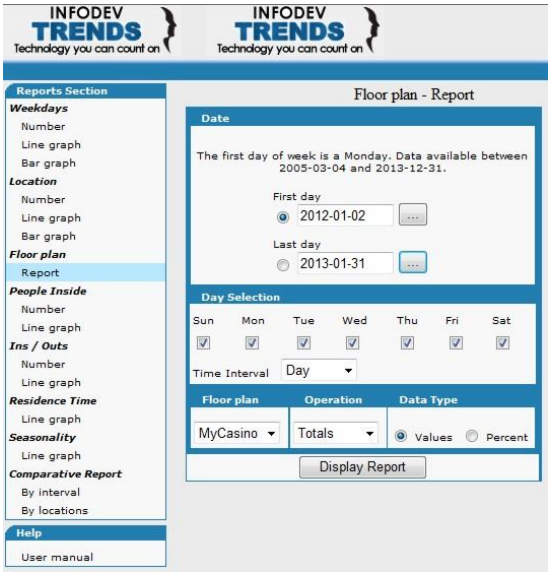
Direction This option allows you to select the direction of the traffic:

In: Entries
Out: Exits
In minus Out: Error margin (used more for configuration and testing purposes
Purchasing Potential: Number that represents the area under the People Inside curve (see the People Inside report section). This number is used to compare the performance of many days with something clear and tangible. A purchasing potential location must be a closed location (a location in which the Ins equals the Outs. Otherwise, the numbers will not make sense).

Data Type This option allows you to decide whether you want the results in raw values or as a percentage.

Display Total This option appears only when you select the **Number** report type. It allows you to display the sum of all locations for each day.

2.5 Floor Plan



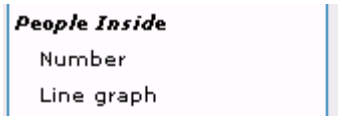
2.5.1 Descriptions

The floor plan is a visual aid to have a quick snapshot of the traffic activities in your building. A plan of your building is generated, in which every counting point is identified and results are indicated on the plan. The report is generated as an Adobe PDF file.

2.5.2 Parameters

Date	This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format. The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.
Day Selection	This section allows you to choose the day(s) of the week used in the report. You must also select the desired **Time Interval**.
Floor plan	This option allows you to determine which location you will use in the report. Click the scroll-down menu to select the location you wish to use.
Operation	This option allows you to decide which statistical operation you wish to perform (**Totals**, **Maximum**, **Average**, or **Minimum**)
Data Type	This option allows you to decide whether you want the results in raw values or as a percentage.

2.6 People Inside

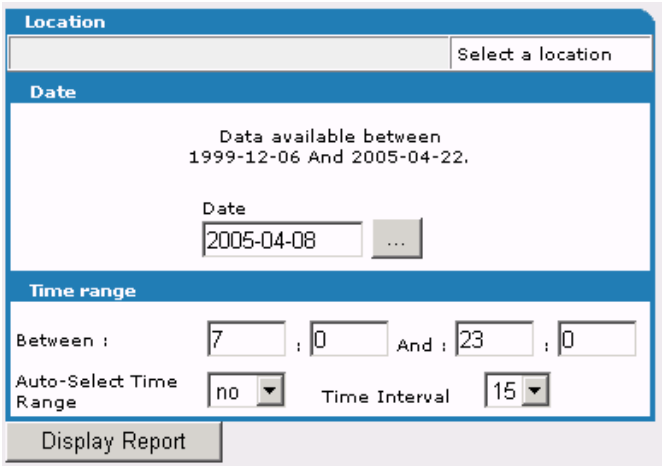


2.6.1 Descriptions

Our sensors are directional. Because of this, they can give you a reliable measurement of how many people are inside your building or zones of your building. With this type of report, we can instantly see the effects of promotions, new tenants, exhibitions, renovations, opening specials, climatic changes, etc.

By subtracting Ins less Outs of every time period, we can know the number of people who are inside a predefined zone in the building, by slices of 15, 30 or 60 minutes. The information can be visualized in a table or in a line graph.

Copyright Infodev 2013



2.6.2 Parameters

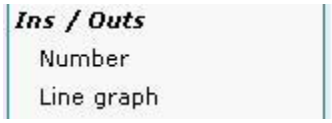
Location — This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Date — This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

Time Range — This option allows you to select the time range and the time interval for the report. You can also use the **Auto-select Time Range** function, whose default range is from 7:00 to 23:00, or you can enter your own values. The values from the the **Auto-select Time Range** function depend on your daily schedule and can be modified by an Infodev technician.

2.7 Ins / Outs



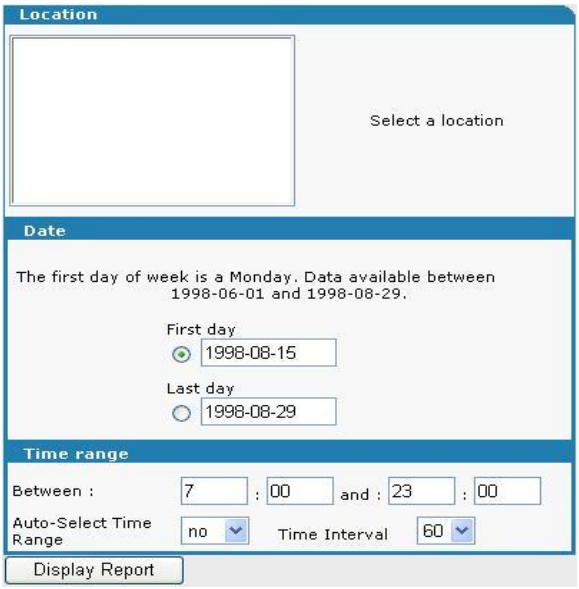
This report is different because the **Number** and **Line graph** reports do not have the same user interfaces. Therefore, they will be explained as two totally different reports.

Copyright Infodev 2013

2.7.1 Number Report

2.7.1.1 Descriptions

This report was created to compare the number of entries and exits over several days and for multiple locations. It displays the results in a table that you can export in MS Excel or Adobe PDF format.



2.7.1.2 Parameters

Location

This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

The tree structure in this reports operates a bit differently than others. The structure will be completely spread out and you must double-click the relevant items in the list to transfer them to the personalized list. Click the **Select** button to complete the procedure.

Date

This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

Time Range

This option allows you to select the time range and the time interval for the report. You can also use the **Auto-select Time Range** function, whose default range is from 7:00 to 23:00, or you can enter your own values. The values from the the **Auto-select Time Range** function depend on your daily schedule and can be

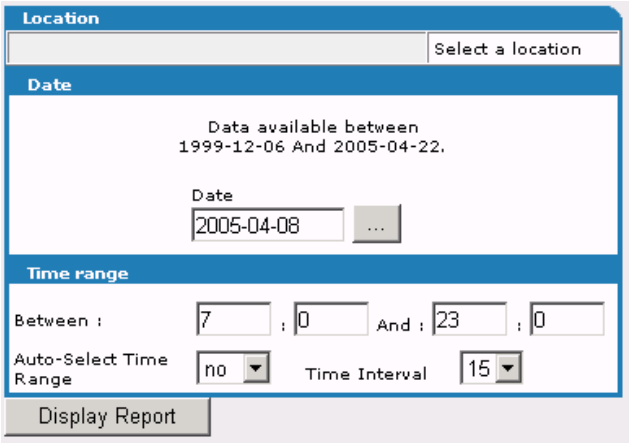
Copyright Infodev 2013

modified by an Infodev technician.

2.7.2 Line graph report

2.7.2.1 Descriptions

This report compares the number of entries and exits for a particular day in a graph.



2.7.2.2 Parameters

Location — This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Date — This option allows you to choose the date for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

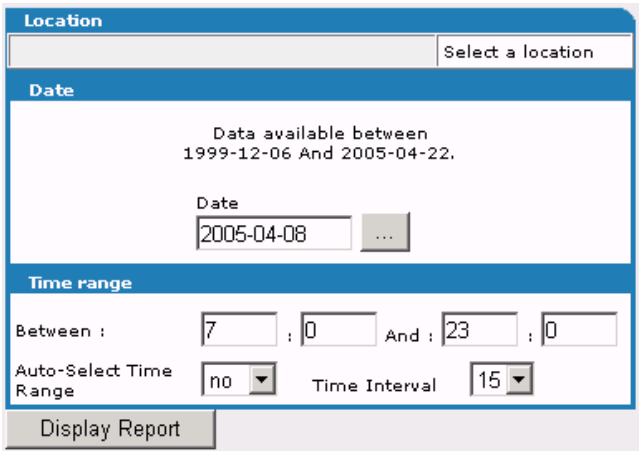
The mention of **Data available between** does not necessarily mean that there are data available for the selected location; it means that there are data for at least one location in the tree structure during that interval.

Time Range — This option allows you to select the time range and the time interval for the report. You can also use the **Auto-select Time Range** function, whose default range is from 7:00 to 23:00, or you can enter your own values. The values from the the **Auto-select Time Range** function depend on your daily schedule and can be modified by an Infodev technician.

2.8 Residence Time

2.8.1 Descriptions

This report allows you to use a statistical algorithm to estimate the length of time people spend in the building for a day.



2.8.2 Parameters

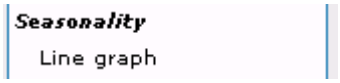
Location — This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Date — This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

Time Range — This option allows you to select the time range and the time interval for the report. You can also use the **Auto-select Time Range** function, whose default range is from 7:00 to 23:00, or you can enter your own values. The values from the the **Auto-select Time Range** function can be modified by an Infodev technician.

2.9 Seasonality

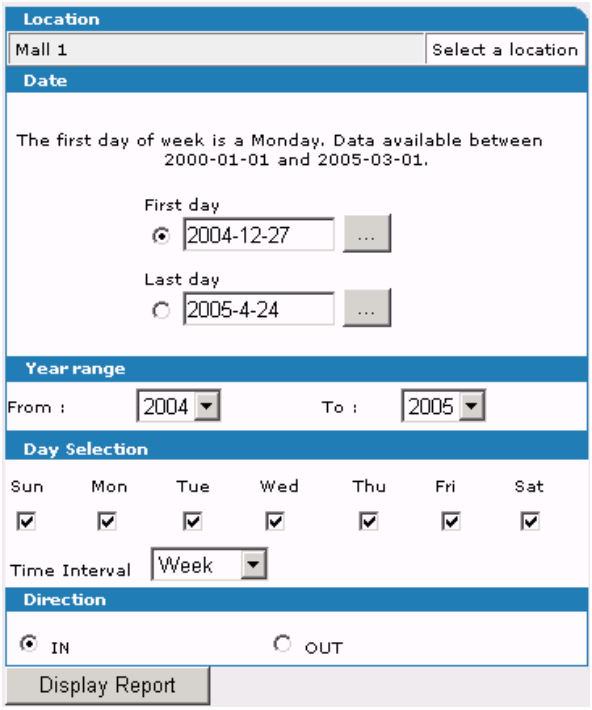


2.9.1 Descriptions

This report allows you to compare a same time period during several years. The traffic flow for the chosen period is shown on a linear graph and allows the identification of variations between each year. This comparison can be

Copyright Infodev 2013

made on a group or on only one building, one entrance or one zone.



2.9.2 Parameters

Location — This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Date — This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

When selecting the dates for this report, make sure that you choose the **first full week** of a year and the **last full week** of a year.

Year Range — Allows you select the year range that will be used in the report.

Day Selection — This section allows you to choose the day(s) of the week used in the report. You must also select the desired **Time Interval** (we recommend **Week**).

Direction — This option allows you to select the direction of the traffic:

In: Entries
Out: Exits

Copyright Infodev 2013

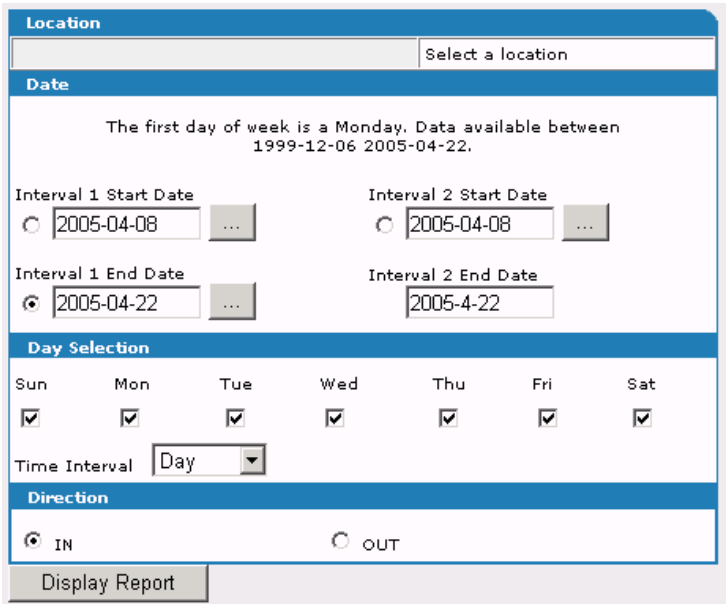
2.10 Comparative Report

There are two types of comparative reports. Because the user interface is different, they will be explained separately.

2.10.1 By interval

2.10.1.1 Descriptions

This report allows you to compare two time periods, regardless of their time of year. For example, if you have in your mall similar events that happen at two different times of the year, you could compare their performance here.



2.10.1.2 Parameters

Location This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

Date This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive

Copyright Infodev 2013

calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one location in the tree structure during that interval.

NOTE: You must select a date range for both periods (intervals) that you wish to compare. Since both intervals must have the same length, the end date of the second interval is computed automatically. The periods can not overlap.

Day Selection This section allows you to choose the day(s) of the week used in the report. You must also select the desired **Time Interval**.

Direction This option allows you to select the direction of the traffic:

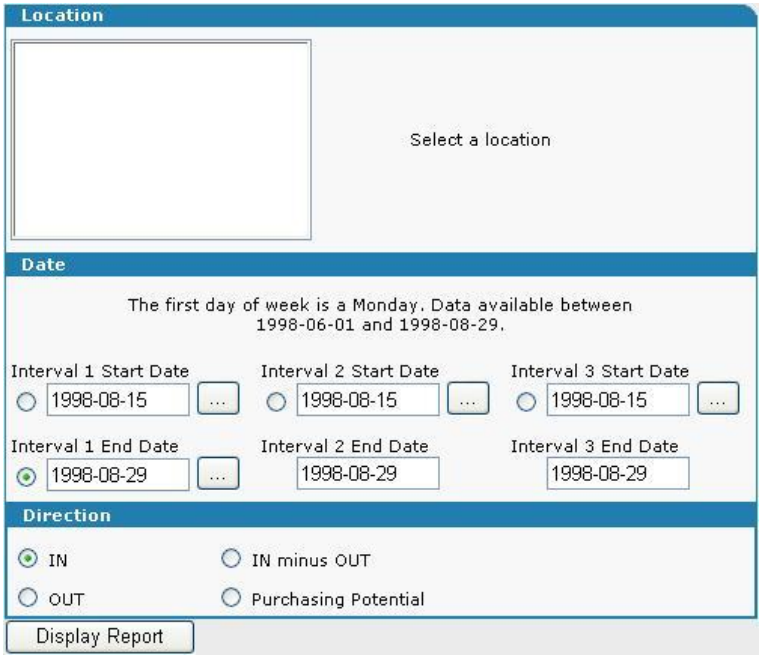
In: Entries
Out: Exits

Copyright Infodev 2013

2.11 By locations

2.11.1.1 Descriptions

This report allows you to compare many locations over three different time periods. For example, if you want to compare an event that includes many locations in three different periods, you can se this report to compare their performance.



2.11.2 Parameters

Location This option allows you to determine which location you will use in the report. Click the **Select a location** link to reveal a tree structure that will let you select the precise location(s) you wish to use.

The tree structure in this report operates a bit differently than others because of the nature of this report. The structure will be completely spread out and you must double-click the relevant items in the list to transfer them to the personalized list. Click the **Select** button to complete the procedure.

Date This option allows you to choose the date range for the report. The available date range is indicated in this section. You can use the buttons to access an interactive calendar or you can manually enter the date in the text box using the YYYY-MM-DD format.

The mention of **Data available between** does not necessarily mean that there is data available for the selected location; it means that there is data for at least one

Copyright Infodev 2013

location in the tree structure during that interval.

NOTE: You must select a date range for the three periods (intervals) that you wish to compare. Since all the intervals must have the same length, the end date of the second and third interval is computed automatically. The periods can not overlap.

Direction

This option allows you to select the direction of the traffic:

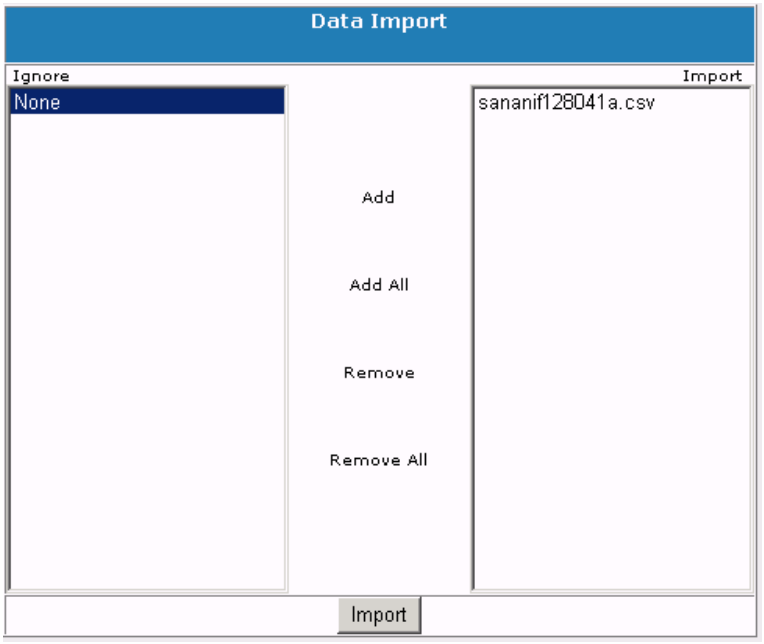
In: Entries
Out: Exits
In minus Out: Error margin (used more for configuration and testing purposes)
Purchasing Potential: Number that represents the area under the People Inside curve (see the People Inside report section). This number is used to compare the performance of many days with something clear and tangible. A purchasing potential location must be a closed location (a location in which the Ins equals the Outs. Otherwise, the numbers will not make sense).

Copyright Infodev 2013

3. DB Admin Section

This section regroups functions that do not directly relate with the generation of reports.

3.1 Data Import



This section allows you to import the data from .csv files into Trends. For the importation to occur, the .csv file must be placed in the following directory:

C:\Infodev\apache\apache2\Data\client\dl-to-do

NOTE : A maintenance page is displayed when an Infodev technician is working on the database. Simply check back later to import your data.

- **AutoImport** If you want your system to automatically import your data, it can easily be done using the **Windows Task Scheduler**. An Infodev technician can help you with this aspect, should you wish to take advantage of it.

3.2 Manual Update

This section allows you to manually add or replace counter data. To do so, follow this procedure:

1. Select the building, zone, or sensor you wish to modify from the tree structure.
2. Click the **Select** button.
   You will see all previous manual updates (if any) performed for that location.
3. Click the **Add New Manual Update** link at the top of the section.
4. Enter the date and required data.

Copyright Infodev 2013

5. Click the **Add** button
   OR
   Click the **Manual update list** link to cancel the operation and return to the previous section.

NOTE: If you enter new count data on a previously existent date, the new data will replace the old data completely, as you cannot have two different values for the same time and place.

NOTE: There can only be one manual update by Location/Date.

3.3 Notes

This section allows you to add text notes to a building, zone, or sensor. These can be used as reminders or explanations for certain counts, for example.

When a report is generated, if there are notes for the selected location and date interval, they will appear in a new table below the data table or graph.

1. Select the building, zone, or sensor you wish to add a note to from the tree structure.
2. Click the **Select** button.
   You will see all previous notes (if any) left for that location.
3. Click the **Add New Notes** link at the top of the section.
4. Enter the date and type in the note.
5. Click the **Add** button
   OR
   Click the **Notes list** link to cancel the operation and return to the previous section.

NOTE: There can only be one note by Location/Date.

Copyright Infodev 2013

4. Help Section

You can download the latest version of the Trends User Manual in this section.

To do so, right-click the **User manual** hyperlink and select the **Save Target As** command.

5. Technical Support

To contact our technical support department:

Telephone: 1 (418) 681-3539 #3
Fax: 1 (418) 681-1209
Website: http://www.infodev.ca
E-mail: service@infodev.ca

Infodev EDI
1995, rue Frank-Carrel
Bureau 202
Québec (Québec) G1N 4H9
Canada

Copyright Infodev 2013